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For: Kitchen/Bath Industry Show & Conference 2008

FOR IMMEDIATE RELEASE

**2008 KITCHEN/BATH INDUSTRY SHOW & CONFERENCE SET TO
TAKE THE WINDY CITY BY STORM WITH STAR POWER**

- The largest annual kitchen and bath industry event returns to Chicago with more new products, celebrity-studded conference sessions and unmatched networking opportunities -

CHICAGO – This April, the Kitchen/Bath Industry Show & Conference (K/BIS[®]) is blowing through the “windy city,” bringing with it the latest and greatest in kitchen and bath products and information. Owned by the most authoritative voice in the kitchen and bath industry for more than 40 years, the National Kitchen & Bath Association (NKBA), and produced by Nielsen Business Media, K/BIS returns to Chicago’s McCormick Place, April 10-13, 2008.

As the world’s largest international trade show event dedicated to the kitchen and bath industry, K/BIS sets the tone for the industry. With innovative product launches, emerging trends, cutting-edge information, and the largest gathering of kitchen and bath professionals and manufacturers worldwide, there’s something for everyone on the show floor.

“This year’s K/BIS promises to be the biggest and best show yet—we’re bringing together more than 900 exhibitors and more than 40,000 national and international dealers, designers, architects, distributors, retailers, and home centers. The anticipation surrounding this year’s show in Chicago is tangible,” said Michael Kelly, Chief Executive Officer of the NKBA. “In the pre-show buzz, you can already get a true sense of the vitality in the kitchen and bath industry.”

K/BIS is the premier showcase for innovative ideas and continued learning in the kitchen and bath industry, and features the largest array of product displays and demonstrations,

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engaging keynote speeches and conference sessions, NKBA professional development courses, and interactive roundtable events. K/BIS Connect, back by popular demand, is a user-friendly, interactive floorplan combined with an integrated agenda planner, making personal show planning simple, helping attendees to balance their time, see a greater number of booths, spend more time with exhibitors, and find the useful products they need.

Bringing celebrity appeal to the show, the NKBA's highly regarded conference will be presented by experienced stars of the industry. The conference will focus on new custom design trends, the changes in the kitchen and bath industry, cutting-edge technologies and other hot industry topics. K/BIS 2008 conference sessions will include the highly anticipated *Design & Inspiration Session* with HGTV's Candice Olson, the *Business & Leadership Session* with business guru Nikki Nemerouf and the *Technology & Trends Session* with architect Dominick Tringali. At the NKBA Center Stage, attendees can find a special presentation by Ace of Cakes' Duff Goldman, as well as Patti Weaver's *Green Products-Just What Resources Are Out There* and Denise Turner's *As the Colors Turn-2009 Color & Design Trend Forecast*.

A must-see for all K/BIS attendees, the New Product Pavilion, sponsored by *K+BB* magazine, is a one-stop-shop for the best in the industry and will showcase the newest innovations on the show floor. Other new pavilions to see include the Multi-Family Pavilion, which will showcase design ideas for one of the fastest growing industry trends, and the Custom Build Pavilion, one of the most popular attendee segments.

For the third year in a row, the NKBA and Meredith Corporation are partnering to bring the latest trends and products in kitchen and bath design to K/BIS. The Design Idea Center features a unique collaboration between five of Meredith's most popular consumer publications—*Better Homes and Gardens*®, *Kitchen and Bath Ideas*®, *Traditional Home*®, *Country Home*®, and *Midwest Living*®—and is guided by the design ideas of NKBA members. With the most innovative and creative kitchen and bath plans, the Design Idea Center will provide enough inspiration to last all year.

For additional information and/or to register for K/BIS, please visit www.kbis.com.

ABOUT THE NATIONAL KITCHEN & BATH ASSOCIATION

Celebrating more than 40 years, the National Kitchen & Bath Association (NKBA) is an international not-for-profit organization that has educated and led the kitchen and bath industry since 1963. As the only trade association dedicated exclusively to the kitchen and bath industry, the NKBA is the leading source of information and education for consumers and professionals alike. With more than 40,000 members and growing, the NKBA owns the Kitchen/Bath Industry Show & Conference[®], the world's largest trade show and industry event. The mission of the NKBA is to enhance member success and excellence by promoting professionalism and ethical business practices and providing leadership and direction for the kitchen and bathroom industry. For more information, please visit www.nkba.org.

ABOUT NIELSEN BUSINESS MEDIA

Nielsen Business Media produces more than 50 conferences and trade shows annually for professionals in fields ranging from construction and design to jewelry and retail merchandising, reaching thousands of industry leaders each year in collaborative environments designed to inspire, inform and entertain. Nielsen Business Media is owned by The Nielsen Company, formerly known as VNU Group B.V., a global information and media company with leading market positions and recognized brands in marketing information (ACNielsen), media information (Nielsen Media Research), business publications (Billboard, The Hollywood Reporter, Adweek) and trade shows. The privately held company is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA. For more information, please visit www.nielsen.com.

ABOUT K+BB

K+BB magazine, published by the Nielsen Company, reaches more than 50,000 interior designers, architects, kitchen design specialists, custom builders and remodelers each month. This monthly magazine blends exclusive features on cutting-edge business developments, installations and industry personalities with solid market research. *K+BB* was the first magazine to recognize and serve this industry, and continues to provide progressive and insightful coverage of the industry's products, trends, and services, with a sophisticated visual style befitting a design-oriented readership. For more information, please visit www.kbbonline.com.

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EDITOR'S NOTE: For story development, industry interviews, or for more information about K/BIS 2008, please contact Pamela Wadler or Walter Sperr at (212) 966-0024 or email kbis@trentandcompany.com.